

ABSTRACT OF THE DISCLOSURE

Described is a method for freshening fabric articles by means of spraying the articles with an aqueous slurry of microcapsules having rupturable melamine-formaldehyde polymeric walls, containing substantive and efficacious functional substances, e.g., malodour counteractants and/or fragrances. The slurry may optionally contain non-confined functional substances, e.g., malodour counteractants and/or fragrances. The method is effective for the deposition of effectively-rupturable malodour suppressant and/or fragrance emitting microcapsules onto fabrics wherein the resulting emitted fragrance activity and/or malodour counteractant activity is long-lasting and where the resulting substantive aroma is aesthetically pleasing over the long period of time for which it is effective. Also described are efficacious and substantive malodour counteractant compositions useful for the aforementioned process containing a malodour composition composed of zinc ricinoleate and at least one of:

- 1-cyclohexylethan-1-yl butyrate;
- 1-cyclohexylethan-1-yl acetate;
- 1-cyclohexylethan-1-ol;
- 1-(4'-methylethyl)cyclohexylethan-1-yl propionate; and/or
- 2'-hydroxy-1'-ethyl(2-phenoxy)acetate.

In addition, described are efficacious microcapsule slurries useful for the aforementioned process containing microcapsules having melamine-formaldehyde polymeric capsule walls with the microcapsules being in contact with one or more polymeric silicone phospholipids.